



IMT

International Metal Tube



MEDIA
INFORMATION
2020/21

IMT 2020/21

Welcome to our 2020/2021 update for IMT, in a year when we have been enduring the global COVID 19 pandemic and the impact this has had on us all. In late March 2020 we started to reach out to our readers via mail and subsequently via direct emails and as a result of the feedback in late July we made the decision to fully update the structure of IMT and how it moves forward.

Since our launch in October 2008 we have always taken the time to engage with our readers and listen to their opinions on the direction we should focus on for the forthcoming year. This coincides with the re-verification process to ensure our readers are still able to influence or authorize a purchase; we also confirm that they either produce or process all forms of metal tube, pipe, sheet, strip, wire and so on.

As no media can continually sit on its laurels, within the following pages you will find the confirmed individual reader numbers by country to date. Based on our 2019 figures we have seen a decrease in the number of operational businesses due to closures or insolvencies, this is a fact and something that cannot be hidden. Another change worth noting is that we will no longer tie ourselves to specific topics each month of the year,

but just report current news.

In September IMT made the decision to cease all print issues but maintain the full issue PDF version sent via email and the on-line digital version via the website; in light of this we have been able to reduce our advertising rates to reflect the savings on postage.

Our Readers confirmed that our old style newsletter delivery on the whole was good but found that certain editorial words or technical terms could trigger spam filters and throw the entire message into the spam box, they also confirmed that they preferred the PDF format as this was easy to share and the average pass on rate to other colleagues is now over 2.7 per reader. We have taken all their comments on board and the result is that IMT will now be sent out monthly as a single PDF file and uploaded to the website on completion thus making it immediately accessible to new readers as the circulation expands.

All the above decisions have been driven by the readers of IMT and emphasizes the need to engage and react when needed.



IMT 2020/21 EDITORIAL PROGRAMME

2020

October - Full PDF sent October 28th - Cutting systems including blades and Spiral welding systems

November/ December - Full PDF sent December 3rd Tube & Wire Dusseldorf preview, Inspection, measuring & testing, Tooling for the modern mill and Specialty tube/pipe suppliers. *Provided Tube & Wire Dusseldorf proceeds a news based info email will also be sent out on December 9th.

2021 news schedule

January	July
February	August
March	September
April	October
May	November
June	December

All full pdf news files will be sent out at the end of the specified month. News submissions would be required mid-month.

CONTACTS

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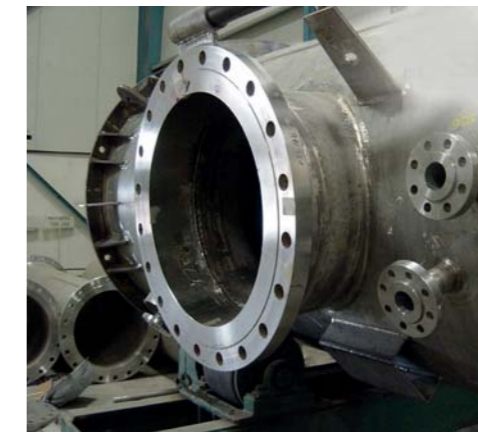
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CIRCULATION

Algeria	4
Argentina	85
Australia	167
Austria	62
Bangladesh	12
Belgium	82
Belorussia	5
Bosnia-Herzegovina	3
Brazil	152
Bulgaria	36
Canada	284
Chile	22
China	1,247
Colombia	2
Croatia	25
Cuba	1
Cyprus	1
Czech Republic	98
Denmark	156
Ecuador	1
Egypt	8
Eritrea	1
Estonia	1
Ethiopia	1
Finland	511
France	241
Georgia	1
Germany	1,354
Ghana	1
Greece	66



Hong Kong	1
Hungary	42
India	921
Indonesia	52
Iran	2
Ireland	56
Israel	1
Italy	668
Japan	301
Kenya	2
Korea, Republic	4
Kuwait	92
Lebanon	1
Lithuania	5
Macedonia	1
Madagascar	2
Malaysia	187
Malta	2
Mexico	92
Monaco	2
Morocco	49
Nepal	1
Netherlands	193
New Zealand	61
Nigeria	2
Norway	472
Oman	12
Pakistan	295
Paraguay	2
Peru	10
Philippines	36
Poland	122



Portugal	15
Romania	42
Russia	542
Saudi Arabia	89
Serbia	3
Singapore	22
Slovakia	12
Slovenia	9
South Africa	179
South Korea	10
Spain	399
Sri Lanka	8
Sultanate Of Oman	3
Sweden	452
Switzerland	46
Syria	1
Taiwan	369
Tanzania	2
Thailand	198
Tunisia	87
Turkey	326
Ukraine	43
United Arab Emirates	22
United Kingdom	409
Uruguay	6
USA	1,725
Venezuela	178
Zimbabwe	2

Total number of verified individuals as of 3rd October 2020
13,518





ADVERT TYPES AND POSITIONS

Internationalmetaltube.com offers several ad formats and numerous targeted page locations.

Adverts appear on all the main pages within the given section - giving your message far more exposure. For example, an advertiser who purchases a banner will have their ad appear on all pages. This page may include a competitor's news item or banner.

Top Banner: The top banner is available on the home page but also on the targeted pages as per the menu headers.

Home page News Banner: The news banner is available on the homepage but also 1 is available on targeted page locations as per the menu headers

Right side Bar: Want a large, prominent ad but also want it to appear to 100% of all page visitors? A side box ad is the perfect option.

Run-of-Site Button: Reach every visitor to Internationalmetaltube.com with our run-of-site top button ad. This ad is located on the top line of the every page of Internationalmetaltube.com in order to give you complete site exposure. The ad position is available on a monthly basis. It is especially ideal for events, Webinars and other time-sensitive advertising.

Premium Supplier Micro site: The Premium Supplier micro site is a comprehensive business platform for you to get the most out of your company and products, the micro site is a tabulated platform, with a company profile / articles published on Internationalmetaltube.com and up to 5 other tabs of your own choice for to you extend your brand exposure to a highly targeted audience of decision making professionals. This service can incorporate text / pictures and even video. No other company ads or branding is present in this area. The service is priced yearly.

ADVERTISING RATES

Double Page Spread (DPS)	£1,200
Full Page	£600
1/2 Page Island	£410
1/2 Page Horizontal	£395
1/2 Page Vertical	£395
1/3 Page	£310
1/4 Page	£250

Display Special Positions

Back/last page (4 colours)	£800
1st full page (4 colours)	£800

MECHANICAL DATA

Sizes:	All dimensions are in millimetres, horizontal by vertical. Our magazines have a trimmed size of 210 x 297 (A4).	
	Double page spread = 426 x 303	
	Front Cover Advert Dimensions = 169 x 238 (vertical)	
	Full page (A4) 210 x 297 and a Bleed size of 216 x 303 (3mm on each edge).	
	1/2 page horizontal	= 186 x 130
	1/2 page horizontal bleed	= 216x151
	1/2 page vertical	= 90 x 275
	1/2 page vertical bleed	= 113 x 303
	1/3 page vertical	= 65 x 275
	1/4 page vertical	= 90 x 130
	1/4 page horizontal	= 186 x 65
	For non-standard size, please call us.	

Materials: A high resolution or a High resolution jpg (300dpi)
KVJ Enterprises cannot be held responsible for the reproduction of electronically transmitted advertisements that do not meet the aforementioned specifications.

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